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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary

Application No.

10/595,898

Applicant(s)

OR ET AL.

Examiner

JAMAL JAVAID

Art Unit

2474

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 18 May 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 22-35 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 22-35 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 18 May 2006 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/CIS-8)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date 1/10/2007, 2/16/2007

DETAILED ACTION

Claim Objections

1. The numbering of claims is not in accordance with 37 CFR 1.126 which requires the original numbering of the claims to be preserved throughout the prosecution. When claims are canceled, the remaining claims must not be renumbered. When new claims are presented, they must be numbered consecutively beginning with the number next following the highest numbered claims previously presented (whether entered or not).

Misnumbered claims 6-14 have been renumbered as claims 27-35.

2. Claims 22, 24, and 9 are objected to because of the following informalities: the acronym DTMF must be defined.

3. Claims 22, 24, and 9 are objected to because of the following informalities: the acronym BCSM must be defined.

Claim Rejections - 35 USC § 112

4. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 23, 25-29 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claims 23 and 25-29 are dependent upon cancelled claims and are thus unclear.

For purposes of examining, dependent claim is depending on claim 22 and dependent claims 25-29 are depending on claim 24.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 22, 24, 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steingold et al. (US Patent No. 5,537,143) in view of Vos et al. (US Patent No. 5,675,635), Czaja et al. (US Patent Application No. 2003/0100314), and Well-Known Prior Art.

Consider claim 22, Steingold discloses a transaction based Mass Viewer Audience Response Detection (MVARD) gateway (**see the LTE in figure 1, col. 5 lines 58-65, wherein the LTE functions as a gateway**) in a network (**see col. 5 lines 50-60, wherein disclosed is said network**) for providing real time feedback to an interactive application displayed live (**see col. 3 lines 55-62, wherein disclosed is said real time, live interaction**) on at least one display screen (**see col. 2 lines 35-40, wherein disclosed is said displaying**) together with at least one callback telephone number (**see the callback number displayed on element 12 in figure 2, as well as col. 6 lines 15-19, col. 10 lines 20-22, wherein disclosed is said callback number**) for enabling members of a mass viewer audience watching the interactive application and calling a callback telephone number of the at least one callback telephone number to

actively participate therein (**see col. 2 lines 50-52, col. 5 line 65 to col. 6 line 3, wherein disclosed is said mass viewer audience**), the network including a timeout timer for selectively dropping incoming calls,

The MVAR gateway comprising a controller (**see element 23 in figure 6, col. 3 lines 45-49, col. 6 lines 6-8, wherein disclosed is said controller**) and at least one transaction type digital telephony interface board supporting Single Ended Calls (**see elements 19, 122, 124, 126, and 128 in figure 6, as well as figure 7, wherein disclosed is said board, supporting said single ended calls**), and being programmed to execute the following steps:

registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number (**see elements 146, 148, 150, and 160 in figure 10, col. 3 lines 26-30, col. 6 lines 35-44, col. 7 lines 10-11, col. 8 lines 15-22, col. 10 lines 25-56, wherein disclosed is said registering**).

requesting to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application (**see figure 8, elements 164 and 170 in figure 10, col. 3 lines 15-26, col. 8 lines 47-50, col. 11 lines 10-20, wherein disclosed is said DTMF detection of callers depressing DTMF keys**).

transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application (**see element 70 in figure 10, col. 12 lines 47-50, wherein disclosed is said transmitting for providing said real time feedback**), and

particularly the callers continuously holding their telephones like a hand held TV remote control (**see col. 7 lines 40-43, col. 12 lines 51-60, col. 15 lines 38-46**) and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments (**wherein the callers' depressing of the DTMF keys does not interrupt their participation to listen to the pre-recorded playback messages, since said messages are broadcasted and displayed on a television, while the DTMF key depression is done via telephone**).

Steingold does not specifically disclose an intelligent network that comprises an SCP and an SSP.

Vos teaches an intelligent network (**see figure 2**) that comprises an SCP (**see elements 230 and 235 in figure 2, col. 4 lines 25-65**) and an SSP (**see elements 210, 215, and 220 in figure 2, col. 4 lines 25-65**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have an intelligent network that comprises an SCP and an SSP, as taught by Vos, thus reducing the cost of the system by suing existing telephone exchange equipment, as well as enabling switches to use a remote processor to tabulate poll results and allowing the system to handle larger numbers of calls without congesting the network (**see col. 2 lines 52-58**).

Although Steingold discloses the steps of resetting and initiating a new activity (**see elements 192 and 194 in figure 10, col. 8 lines 32-33, col. 9 lines 6-12**),

Steingold does not specifically disclose a timeout timer for selectively dropping incoming calls or resetting the timeout timer to prevent dropping calls.

Czaja teaches a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls **(see element 206 in figure 2, paragraphs 0020, 0037, 0042, and claim 10, wherein disclosed is said timeout timer, which is reset to prevent dropping calls during a selected time interval).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls, as taught by Czaja, thus allowing the synchronization of a mobile station location **(see paragraph 0019).**

Steingold does not specifically disclose a digital telephone interface board supporting mid-call interruption features or requesting a node to report call disconnection.

Official Notice is taken that a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection is old and well-known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection, thus allowing the system to have control over caller telephone lines, as well as efficiently reallocating resources, such as when a call is disconnected.

Consider claim 24, Steingold discloses a communication platform for enabling mass viewer audience circuit based real time participation in an interactive application displayed live (**see col. 3 lines 55-62, wherein disclosed is said real time, live interaction**) on at least one display screen (**see col. 2 lines 35-40, wherein disclosed is said displaying**), the platform comprising:

an application server for providing real time feedback to an interactive application displayed live (**see col. 3 lines 55-62, wherein disclosed is said real time, live interaction**) on at least one display screen (**see col. 2 lines 35-40, wherein disclosed is said displaying**) together with at least one callback telephone number (**see the callback number displayed on element 12 in figure 2, as well as col. 6 lines 15-19, col. 10 lines 20-22, wherein disclosed is said callback number**) for enabling members of a mass viewer audience watching the interactive application and calling a callback telephone number of the at least one callback telephone number to actively participate therein (**see col. 2 lines 50-52, col. 5 line 65 to col. 6 line 3, wherein disclosed is said mass viewer audience**); and

a transaction based Mass Viewer Audience Response Detection (MVAR) gateway (**see the LTE in figure 1, col. 5 lines 58-65, wherein the LTE functions as a gateway**) comprising a controller (**see element 23 in figure 6, col. 3 lines 45-49, col. 6 lines 6-8, wherein disclosed is said controller**) and at least one transaction type digital telephony interface board supporting Single Ended Calls (**see elements 19, 122, 124, 126, and 128 in figure 6, as well as figure 7, wherein disclosed is said board,**

supporting said single ended calls), and being programmed to execute the following steps:

registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number **(see elements 146, 148, 150, and 160 in figure 10, col. 3 lines 26-30, col. 6 lines 35-44, col. 7 lines 10-11, col. 8 lines 15-22, col. 10 lines 25-56, wherein disclosed is said registering)**.

requesting to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application **(see figure 8, elements 164 and 170 in figure 10, col. 3 lines 15-26, col. 8 lines 47-50, col. 11 lines 10-20, wherein disclosed is said DTMF detection of callers depressing DTMF keys)**.

transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application **(see element 70 in figure 10, col. 12 lines 47-50, wherein disclosed is said transmitting for providing said real time feedback)**, and

particularly the callers continuously holding their telephones like a hand held TV remote control **(see col. 7 lines 40-43, col. 12 lines 51-60, col. 15 lines 38-46)** and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments **(wherein the callers' depressing of the DTMF keys does not interrupt their participation to listen to the**

pre-recorded playback messages, since said messages are broadcasted and displayed on a television, while the DTMF key depression is done via telephone).

Steingold does not specifically disclose an intelligent network that comprises an SCP and an SSP.

Vos teaches an intelligent network **(see figure 2)** that comprises an SCP **(see elements 230 and 235 in figure 2, col. 4 lines 25-65)** and an SSP **(see elements 210, 215, and 220 in figure 2, col. 4 lines 25-65).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have an intelligent network that comprises an SCP and an SSP, as taught by Vos, thus reducing the cost of the system by suing existing telephone exchange equipment, as well as enabling switches to use a remote processor to tabulate poll results and allowing the system to handle larger numbers of calls without congesting the network **(see col. 2 lines 52-58).**

Although Steingold discloses the steps of resetting and initiating a new activity **(see elements 192 and 194 in figure 10, col. 8 lines 32-33, col. 9 lines 6-12),** Steingold does not specifically disclose a timeout timer for selectively dropping incoming calls or resetting the timeout timer to prevent dropping calls.

Czaja teaches a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls **(see element 206 in figure 2, paragraphs 0020, 0037, 0042, and claim 10, wherein disclosed is said timeout timer, which is reset to prevent dropping calls during a selected time interval).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls, as taught by Czaja, thus allowing the synchronization of a mobile station location **(see paragraph 0019)**.

Steingold does not specifically disclose a digital telephone interface board supporting mid-call interruption features or requesting a node to report call disconnection.

Official Notice is taken that a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection is old and well-known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection, thus allowing the system to have control over caller telephone lines, as well as efficiently reallocating resources, such as when a call is disconnected.

Consider claim 30, Steingold discloses a method for enabling mass viewer audience circuit based real time participation in an interactive application displayed live **(see col. 3 lines 55-62, wherein disclosed is said real time, live interaction)** on at least one display screen **(see col. 2 lines 35-40, wherein disclosed is said displaying)**, the method comprising the steps of:

providing a network **(see col. 5 lines 50-60, wherein disclosed is said network)** having a transaction based Mass Viewer Audience Response Detection (MVARD) gateway **(see the LTE in figure 1, col. 5 lines 58-65, wherein the LTE functions as a gateway)** including a controller **(see element 23 in figure 6, col. 3 lines 45-49, col. 6 lines 6-8, wherein disclosed is said controller)** and at least one transaction type digital telephony interface board supporting Single Ended Calls **(see elements 19, 122, 124, 126, and 128 in figure 6, as well as figure 7, wherein disclosed is said board, supporting said single ended calls);**

displaying an interactive application live **(see col. 3 lines 55-62, wherein disclosed is said real time, live interaction)** on at least one display screen **(see col. 2 lines 35-40, wherein disclosed is said displaying)** together with at least one callback telephone number **(see the callback number displayed on element 12 in figure 2, as well as col. 6 lines 15-19, col. 10 lines 20-22, wherein disclosed is said callback number)** for enabling members of a mass viewer audience watching the interactive application and calling a callback telephone number of the at least one callback telephone number to actively participate therein **(see col. 2 lines 50-52, col. 5 line 65 to col. 6 line 3, wherein disclosed is said mass viewer audience);**

registering callers setting up single leg calls to a callback telephone number of the at least one callback telephone number **(see elements 146, 148, 150, and 160 in figure 10, col. 3 lines 26-30, col. 6 lines 35-44, col. 7 lines 10-11, col. 8 lines 15-22, col. 10 lines 25-56, wherein disclosed is said registering).**

requesting to report BCSM events of DTMF detection of callers depressing DTMF keys on their telephones to input their responses to an interactive application (see figure 8, elements 164 and 170 in figure 10, col. 3 lines 15-26, col. 8 lines 47-50, col. 11 lines 10-20, wherein disclosed is said DTMF detection of callers depressing DTMF keys).

transmitting real time information regarding callers' responses for providing real time feedback to the mass viewer audience watching the interactive application (see element 70 in figure 10, col. 12 lines 47-50, wherein disclosed is said transmitting for providing said real time feedback), and

particularly the callers continuously holding their telephones like a hand held TV remote control (see col. 7 lines 40-43, col. 12 lines 51-60, col. 15 lines 38-46) and depressing the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments (wherein the callers' depressing of the DTMF keys does not interrupt their participation to listen to the pre-recorded playback messages, since said messages are broadcasted and displayed on a television, while the DTMF key depression is done via telephone).

Steingold does not specifically disclose an intelligent network that comprises an SCP and an SSP.

Vos teaches an intelligent network (see figure 2) that comprises an SCP (see elements 230 and 235 in figure 2, col. 4 lines 25-65) and an SSP (see elements 210, 215, and 220 in figure 2, col. 4 lines 25-65).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have an intelligent network that comprises an SCP and an SSP, as taught by Vos, thus reducing the cost of the system by suing existing telephone exchange equipment, as well as enabling switches to use a remote processor to tabulate poll results and allowing the system to handle larger numbers of calls without congesting the network **(see col. 2 lines 52-58)**.

Although Steingold discloses the steps of resetting and initiating a new activity **(see elements 192 and 194 in figure 10, col. 8 lines 32-33, col. 9 lines 6-12)**, Steingold does not specifically disclose a timeout timer for selectively dropping incoming calls or resetting the timeout timer to prevent dropping calls.

Czaja teaches a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls **(see element 206 in figure 2, paragraphs 0020, 0037, 0042, and claim 10, wherein disclosed is said timeout timer, which is reset to prevent dropping calls during a selected time interval)**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a timeout timer for selectively dropping incoming calls and resetting the timeout timer to prevent dropping calls, as taught by Czaja, thus allowing the synchronization of a mobile station location **(see paragraph 0019)**.

Steingold does not specifically disclose a digital telephone interface board supporting mid-call interruption features or requesting a node to report call disconnection.

Official Notice is taken that a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection is old and well-known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and have a digital telephone interface board supporting mid-call interruption features and requesting a node to report call disconnection, thus allowing the system to have control over caller telephone lines, as well as efficiently reallocating resources, such as when a call is disconnected.

8. Claims 23, 25-26, 31-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steingold et al. (US Patent No. 5,537,143) in view of Vos et al. (US Patent No. 5,675,635), Czaja et al. (US Patent Application No. 2003/0100314), Well-Known Prior Art, and Di Cesare (US Patent No. 6,800,031).

Consider claim 23, Steingold discloses temporarily connecting a caller to a callback telephone number of the at least one callback telephone number (**see elements 146, 148, 150, and 160 in figure 10, col. 3 lines 26-30, col. 6 lines 35-44, col. 7 lines 10-11, col. 8 lines 15-22, col. 10 lines 25-56, wherein disclosed is said connecting**).

Steingold can be *broadly* interpreted to disclose connecting the callers to an Interactive Voice Response (IVR) (**see figures 2 and 10, and claim 1**).

Vos can also be *broadly* interpreted to disclose connecting callers to an Interactive Voice Response (IVR) (**see col. 6 line 42 to col. 7 line 3**).

However, Steingold does not specifically disclose connecting callers to an Interactive Voice Response (IVR).

Di Cesare teaches connecting callers to an Interactive Voice Response (IVR) **(see col. 14 lines 58-65, wherein disclosed is said connecting of callers to an IVR).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and connecting callers to an Interactive Voice Response (IVR), as taught by Di Cesare, thus providing an entertaining interactive competition wherein a player competes against a celebrity **(see col. 1 lines 49-51).**

Consider claim 25, Steingold discloses selectively playing back pre-recorded playback messages to callers **(see the messages being played and displayed on element 12 in figures 1-5)**, and *broadly* discloses including a welcome playback message confirming that they are participating in the interactive application they called **(see col. 10 lines 15-17, wherein disclosed is a welcome message).**

Steingold can be *broadly* interpreted to disclose connecting the callers to an Interactive Voice Response (IVR) **(see figures 2 and 10, and claim 1).**

Vos can also be *broadly* interpreted to disclose connecting callers to an Interactive Voice Response (IVR) **(see col. 6 line 42 to col. 7 line 3).**

However, Steingold does not specifically disclose connecting callers to an Interactive Voice Response (IVR).

Di Cesare teaches connecting callers to an Interactive Voice Response (IVR) **(see col. 14 lines 58-65, wherein disclosed is said connecting of callers to an IVR)**, as well as

playing a welcome playback message confirming that the callers are participating in the interactive application which they called **(see element 202 in figure 3 and col. 6 lines 55-61, wherein disclosed is said welcome playback message)**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and connecting callers to an Interactive Voice Response (IVR), as taught by Di Cesare, thus providing an entertaining interactive competition wherein a player competes against a celebrity **(see col. 1 lines 49-51)**.

Consider claim 26, Steingold discloses that the callers' response to the pre-recorded questions are employed for data processing purposes of their responses to the interactive application **(see elements 176, 178, and 180 in figure 10, wherein disclosed is that the callers' responses are employed for further processing in order to determine a winner)**.

However, Steingold does not specifically disclose connecting callers to an Interactive Voice Response (IVR).

Di Cesare teaches connecting callers to an Interactive Voice Response (IVR) **(see col. 14 lines 58-65, wherein disclosed is said connecting of callers to an IVR)**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and connecting callers to an Interactive Voice Response (IVR), as taught by Di Cesare, thus providing an entertaining interactive competition wherein a player competes against a celebrity (**see col. 1 lines 49-51**).

Consider claim 31, Steingold discloses selectively playing back pre-recorded playback messages to callers (**see the messages being played and displayed on element 12 in figures 1-5**), and *broadly* discloses including a welcome playback message confirming that they are participating in the interactive application they called (**see col. 10 lines 15-17, wherein disclosed is a welcome message**).

Steingold can be *broadly* interpreted to disclose connecting the callers to an Interactive Voice Response (IVR) (**see figures 2 and 10, and claim 1**).

Vos can also be *broadly* interpreted to disclose connecting callers to an Interactive Voice Response (IVR) (**see col. 6 line 42 to col. 7 line 3**).

However, Steingold does not specifically disclose connecting callers to an Interactive Voice Response (IVR).

Di Cesare teaches connecting callers to an Interactive Voice Response (IVR) (**see col. 14 lines 58-65, wherein disclosed is said connecting of callers to an IVR**), as well as

playing a welcome playback message confirming that the callers are participating in the interactive application which they called **(see element 202 in figure 3 and col. 6 lines 55-61, wherein disclosed is said welcome playback message).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and connecting callers to an Interactive Voice Response (IVR), as taught by Di Cesare, thus providing an entertaining interactive competition wherein a player competes against a celebrity **(see col. 1 lines 49-51).**

Consider claim 32, Steingold discloses that the callers' response to the pre-recorded questions are employed for data processing purposes of their responses to the interactive application **(see elements 176, 178, and 180 in figure 10, wherein disclosed is that the callers' responses are employed for further processing in order to determine a winner).**

However, Steingold does not specifically disclose connecting callers to an Interactive Voice Response (IVR).

Di Cesare teaches connecting callers to an Interactive Voice Response (IVR) **(see col. 14 lines 58-65, wherein disclosed is said connecting of callers to an IVR).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and connecting callers to an Interactive Voice Response (IVR), as taught by Di Cesare, thus providing an entertaining

interactive competition wherein a player competes against a celebrity (**see col. 1 lines 49-51**).

9. Claims 27-29, 33-35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Steingold et al. (US Patent No. 5,537,143) in view of Vos et al. (US Patent No. 5,675,635), Czaja et al. (US Patent Application No. 2003/0100314), Well-Known Prior Art, and Inselberg (US Patent Application No. 2003/0144017).

Consider claim 27, Steingold discloses transmitting messages to callers (**see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting**).

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones (**see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are correlated and results are announced, thereby enhancing the spectators' experience and enjoyment (**see paragraph 0003**).

Consider claim 28, Steingold discloses transmitting messages to callers (**see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting**).

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones (**see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are correlated and results are announced, thereby enhancing the spectators' experience and enjoyment (**see paragraph 0003**).

Consider claim 29, Steingold discloses transmitting messages to callers (**see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting**).

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones **(see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages)**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are correlated and results are announced, thereby enhancing the spectators' experience and enjoyment **(see paragraph 0003)**.

Consider claim 33, Steingold discloses transmitting messages to callers **(see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting)**.

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones **(see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages)**.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are

correlated and results are announced, thereby enhancing the spectators' experience and enjoyment (**see paragraph 0003**).

Consider claim 34, Steingold discloses transmitting messages to callers (**see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting**).

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones (**see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages**).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are correlated and results are announced, thereby enhancing the spectators' experience and enjoyment (**see paragraph 0003**).

Consider claim 35, Steingold discloses transmitting messages to callers (**see element 70 in figure 10, wherein disclosed is transmitting messages to callers via broadcasting**).

Steingold does not specifically disclose selectively transmitting visual messages to callers' telephones.

Inselberg teaches selectively transmitting visual messages to callers' telephones **(see paragraphs 0045-0046 and 0051, wherein disclosed is said selective transmitting of visual messages).**

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the invention of Steingold and selectively transmit visual messages to callers' telephones, as taught by Inselberg, thus providing a system by which spectators answer queries using wireless interactive devices, the answers are correlated and results are announced, thereby enhancing the spectators' experience and enjoyment **(see paragraph 0003).**

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jamal Javaid whose telephone number is 571-270-5137. The examiner can normally be reached from 8:00-5:00

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Aung Moe, can be reached on 571-272-7314. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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